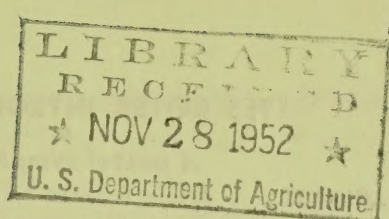


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# LA ROCHETTE NURSERY

## 1953

## FUCHSIA OFFERING

VICTOR REITER, JR.

1195 Stanyan Street  
San Francisco 17,  
California

LOmbard 6-2929

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This is the SIXTEENTH year of new fuchsia offerings created in the breeding plots of La Rochette Nursery. Fuchsia fanciers have come to expect annual Reiter introductions and we strive each year to again please them with extensions of the fuchsia horizon.

The creations for 1952 (Tutu, His Excellency, Snowball and Innocence) were particularly well received and we hope that our 1953 creations (LULLABY, POLAR SEA, and JUBILEE) can maintain the standards set by previous years.

In addition to the Reiter Introductions, La Rochette Nursery is proud to offer the exclusive introduction of three new fuchsias created by the noted hybridizer, Clem. Schnabel. These varieties have been selected after rigid tests by Mr. Schnabel and represent his sound fuchsia judgement and his notable breeding accomplishments.

We are certain that the 1953 Schnabel Introductions (CAVALIER, DAINTY DAMOSEL and MEL NEWFIELD) will fill a place in the gardens of critical fuchsia fanciers.

La Rochette Nursery is also offering a very excellent English fuchsia, JOAN LESLIE, which is too fine to include in our list without comment. Joan Leslie is a good heat tolerant plant with crisp double dark purple flowers of a rich iridescent maroon cast similar to the old variety Royal Purple. It is superior to Royal Purple in every way and is a must for those fuchsia lovers who appreciate rich colorings.



## 1953 REITER INTRODUCTIONS

### *A pastel symphony*

**LULLABY.** A double flowered trailer in the same warm rose coloring as the upright variety Crinoline (Reiter 1950). The large flowers are fully double, exceptionally crisp in texture and of excellent form with nearly white recurved sepals and the warm rose petalage heretofore unobtainable in trailing forms. Compared with Crinoline the flowers are slightly more lavender and a shade darker and the doubleness, the size and the substance of the flower is definitely superior. Well foliated branches arch naturally and the flowers hang abundantly and conspicuously.

Like most of these newer Reiter pastels the large flowers develop slowly and the color is maintained to the very last. **Lullaby** has shown exceptional heat resistance under test for fuchsias in this color range.

### *Snowcapped*

**POLAR SEA.** A vigorous upright fuchsia in the colorings of His Excellency (Reiter 1952) from which it differs in larger size and more intense and contrasting coloring. The double flowers resemble the old magenta sepalled purples in form and size with their ideal broad deltoid sepals but, in **Polar Sea**, the tube and sepals are white and the petals are dark Imperial Purple (33/0 HCC\*) marbled with white at their base. Two year old plants at La Rochette have carried flowers equal in size to those on neighboring plants of its distant ancestor, Commander in Chief (Reiter, Sr. 1942). Under good fuchsia conditions **Polar Sea** compares favorably in form with the best of the old dark purples. Consequently, we feel a certain pride in knowing that the white sepalled fuchsia has finally reached the quality level formerly reserved only to the old magenta purple doubles.

The plant is strong and upright, flowers are large, stems long, color startling and fading graceful. It deserves the best conditions for full development of all its qualities.

### *Brilliant*

**JUBILEE.** A large bicolor double in the "magenta red" group. **Jubilee** is a strong bushy grower with large double flowers of sparkling color and distinguished form. The double petalage is edged with dark Tyrian Rose (24/1 HCC\*) fading to a lighter shade toward the center of the flower. The long spreading sepals are white flushed pale rose lending additional brilliance and distinction to its sparkling petal coloring. **Jubilee** is the Reiter contribution to the white sepalled magenta doubles being offered by various breeders in 1953.

Although these lighter colored, more intensely bright magenta fuchsias will probably not withstand the same difficult conditions as their darker counterparts (such as Anna), we believe **Jubilee** will give a fair accounting in warm areas. Of course, **Jubilee** should sparkle plenty near the coast.

## 1953 SCHNABEL INTRODUCTIONS

### *Originator's Descriptions.*

#### **Cavalier**

A trailing variety whose three to four foot branches fall from the pot rim like a Cavalier's Cape. Although slightly more woody **Cavalier** resembles Cascade or Red Spider in growth. The large long bell-like single flowers are Petunia purple, (32/0 HCC\*) with the base of each petal changing to Rhodamene (29/1 HCC\*) while the long twisted sepals are pale carmine (pink) (21/2 HCC\*).

The long waxy straight sided buds sometimes measure four and one-half inches from berry to tip. **Cavalier** is free flowering and the plant is heat tolerant.

Garden tested.

\* Horticultural Color Chart Identification.



## Dainty Damosel

This is a bushy upright plant with many semi-double flaring flowers in ivory and orchid. The beautifully formed corolla of rolled petals is deepest Cobalt Violet (HCC 634\*) which fades evenly to Mallow purple (630 HCC\*) backed by short sturdy star-like clear white sepals. The waxy pink tube is quite short. Well distributed flowers on arching branches whose leathery leaves are medium green.

Heat tolerant — garden tested.

**MEL NEWFIELD.** A very large and beautiful red and purple double that enjoys warm weather! The opening flowers are Amethyst violet (35/1 HCC\*) marbled carmine (21/0 HCC\*) while the mature blossoms become deepest cyclamon purple (30/0 HCC\*). The spreading corolla is backed by long reflexed turkey red sepals (721/1 HCC\*). Slim short red tube. Light to medium wood with large leaves. This variety has been garden tested in Sacramento, California where test plants carried 50 to 60 fully double flowers at one time. It is not only heat tolerant but requires heat for best development, hence not recommended for cool gardens.

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*To avoid errors in choice we are always pleased to assist beginners in making suitable selections. Lengthy catalogue descriptions and even fine illustrations may fail to protect the new fuchsia enthusiast from choosing unsuitable varieties. May we share our experience and help avoid unnecessary disappointment?*

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## GENERAL LIST

(Additional Varieties Stocked)

### DOUBLE "PURPLE" GROUP

- \* **CHRYSANTHEA**—easy, full trailer, red and purple.
- # **COMMANDER IN CHIEF**—largest red and purple.
- # **GYPSY QUEEN**—red and mauve, fine.
- # **JOAN LESLIE**—fine Royal Purple.
- MEL NEWFIELD.** See New Introductions \$1.00.
- MISS PRIM**—light red and purple.
- MRS. DESMOND**—darker than Gypsy Queen.
- PHENOMENAL**—fine old red and purple.
- # **REITER'S GIANT**—freest large purple, strong.
- ROYAL PURPLE**—fine color, medium size, bushy.
- #\* **SAN MATEO**—large red and purple, trailer.
- # $\frac{1}{2}$ \* **THE DOWAGER**—large, free red and purple.
- $\frac{1}{2}$ \* **TITANIC**—climbing marbled light purple.
- # $\frac{1}{2}$ \* **UNCLE JULES**—bluish purple, extra.
- WINSTON CHURCHILL**—red and "blue" pot variety.

### SINGLE "PURPLES"

- x **ESPERANZA**—small red and purple, free.
- JUPITER**—spreading petals, red and purple, fine.
- LORD BYRON**—small free-blooming Jupiter.
- OREGON TRAIL**—large flat light purple petals, sepals crimson, cool.
- \* **PURPLE SAGE**—large flat purple corolla, fine.

### DOUBLE MAGENTA ("RED") GROUP

- #\* **AMAPOLA**—Semi-double, large magenta, very showy trailer.
- #x\* **ANNA**—finest large magenta.
- BEAUTY OF EXETER**—old favorite magenta.
- # **CLARION**—strong globular crimson.
- #x **CRESCENDO**—brilliant red and magenta.
- #x **RUBEO**—very fine, carmine and crimson.
- x **SANTA CRUZ**—crimson, large.
- SHARON**—scarlet and rose bengal, vigorous.
- SUNBURST**—carmine & crimson, medium, semi-double.
- #\* **TRAIL BLAZER**—double Red Spider patent application dropped.

\* Horticultural Color Chart Identification.



## WHITE TUBED DOUBLE MAGENTAS

JUBILEE (See New Introductions \$1.00)

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### SINGLE MAGENTAS

- #\* **CASCADE**—pale magenta, best trailer.
  - \* **CAVALIER**. See New Introductions \$1.00.
  - #\* **CLARET CUP**—darker, large semi-double, Cascade.
  - # **GAY SENORITA**—immense light magenta.
  - \* **HALLOWEEN**—larger, pinker, later Cascade.
  - x\* **MARINKA**—old favorite, dark reddish magenta.
  - $\frac{1}{2}$ \* **MURIEL**—old favorite magenta.
  - \* **NIOBE**—Pale rose and magenta.
  - RED MONARCH**—well-formed magenta.
  - #\* **RED SPIDER**—finest single magenta trailer.
  - \* **UTOPIA**—strong climber, huge, magenta.
- 

### DOUBLE WHITE AND PINK (red sepals)

- x **BARRINGTON**—heat tolerant, small Fascination.
  - # **CATALINA (White Wonder)**—red and white Gypsy Queen.
  - DR. JOHN GALLWEY**—large elegant red and white.
  - # **FASCINATION**—good small bush, flowers fine, very pink.
  - HOLLYDALE**—Fascination colored Winston Churchill.
  - x **MME. CORNELISSEN**—small, clean, red and white, finest large shrub.
  - MME. JACQUES FEUILLET**—huge, loose red & pink.
  - $\frac{1}{2}$ \* **MOLESWORTH**—clear red and white, medium, good.
  - # **PAN AMERICA**—finest red and rosy white, huge.
  - $\frac{1}{2}$ \* **PUGET SOUND**—rosy red, white.
  - # **STORM KING (Frau Emma Topfer)**—healthy large red and white.
  - #\* **SWINGTIME**—white with rosy sepals, fine heat tolerant.
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### SINGLE RED AND WHITE

- ALICE HOFFMAN**—small bush, small red and white flowers.
  - SOUTH PACIFIC**—flat large pink veined white petals, magenta sepals.
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### WAXY WHITE AND APRICOT TUBED SINGLES

- AURORA SUPERBA**—yellowest orange.
  - \* **COLUMBIA**—light magenta with near white tube, sport of America.
  - # **FALLING STARS**—scarlet and turkey red.
  - LADY HEYTESBURY**—white and crimson, upright.
  - LUSTRE IMPROVED**—white and crimson, medium vigor.
  - MRS. RUNDLE**—old favorite, apricot, graceful.
  - #\* **MRS. VICTOR REITER**—white and crimson, best trailer in color.
  - OTHERFELLOW**—white and soft coral, dainty.
  - $\frac{1}{2}$ \*x **SAN FRANCISCO**—carmine, rose & geranium lake, fine.
  - # **"SUPER BRITISH"**—unlabeled from England, white and crimson.
  - VENUS VICTRIX**—1840 original white tube, historical.
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- # good commercial variety
- \* trailer
- x stands heat

## APRICOT TUBED, SPREADING PETALS

**LUCIENNE BREVAL**—rose sepals and petals, fine but difficult.

# **MAZDA**—carmine, fine grower.

**ROSE PILLAR**—neyron rose and geranium lake, tall.

**SACRAMENTO**—pale carmine, strong, heat tolerant.

# **SUNSET**—salmon orange, free.

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## PASTEL SINGLES

**COUNTRESS OF ABERDEEN**—small pot variety, dainty rose white.

x **ERECTA**—small pale lavender.

**FORMOSISSIMA**—white tube and sepals, rose petals, very beautiful.

# $\frac{1}{2}$ \* **JACK SHAHAN**—rose bengal showy.

# **MELODY**—pale neyron rose, good form, tops.

x **MRS. W. P. WOOD**—palest rose, very strong, hardy.

**ROSE OF DENMARK**—perfect rose flowers, slow, fine.

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## DOUBLE WHITES

## $\frac{1}{2}$ \* **FLYING CLOUD (Patent #925, Reiter 1949)**—rosy white, easy \$1.00.

# **INNOCENCE (1952 Reiter)**—Easy new white.

# $\frac{1}{2}$ \* **JOAN OF ARC**—pure white, fine form.

**PATTY EVANS**—large rose and white, vigorous.

**SILVIA**—white petals—rose sepals.

# **SNOWBALL (1952 Reiter)**—large double.

**WHITEMOST**—large, rose and white, fine color.

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## NOVELTY DOUBLE PASTELS

**COLOMBINE**—white and rhodamine purple.

## **CRINOLINE**—1950 white and rose Pat. Appl. dropped, fine.

**DAINTY DAMOSEL**. See New Introductions \$1.00.

**DIADEM**—medium pale rose and peony purple.

# **DOROTHY LOUISE**—all clear Neyroon Rose well formed.

$\frac{1}{2}$ \* **ELSA**—large Nonpareil, less vigor, beautiful.

**FLIRTATION**—pale rose Lucky Strike.

**GRAY LADY (Reiter 1952)**—pale rose and gray blue.

## **HIS EXCELLENCY (Reiter 1952)**—white sepals, double violet.

**LULLABY**. See New Introductions \$1.00.

**MRS. LAWRENCE LYON**—paler Nonpareil.

$\frac{1}{2}$ \* **PASTEL**—pale rose and orchid pink, very free.

**POLAR SEA**. See New Introductions \$1.00.

# **REVERIE**—large all rose.

#\* **SAN PABLO**—pale orchid San Mateo.

# **SEVENTEEN**—all clear rose.

\* **SWEETHEART**—sepals and petal bases pink—petals lavender blue.

#\* **TUTU (Reiter 1952)**—rose sepals, blue and violet petals.

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## DOUBLE PALE BLUES AND PURPLES

**AUNT JULIANA**—pale lavender. Sport of Uncle Jules.

# **BERNADETTE**—"Veronica Blue" and rose, beautiful.

#\* **BLUE PENDANT**—beautiful light blue.

**ECSTASY**—pale rose and blue, cool.

**LUCKY STRIKE**—rose and purple marbled rose, striking.

\* **MERLE HODGES**—"powder blue" and rosy red, cool.

**NEW HORIZON**—pale rose and light blue.

\* **NONPAREIL**—pale rose and pale lavender, supreme.

# **SEA FOAM**—rosy white and smokey purple.

**STELLA MARINA**—pale violet & pale crimson—large.

# **TREASURE**—fine "blue" type, large.

**WEDGEWOOD**—smoky blue and white, cool.

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# good commercial variety

\* trailer

x stands heat



## VARIEGATED

1/2\* **AUTUMNALE**—young foliage golden, magenta flowers.

**MAGELLANICA VARIEGATA**—strong, silvery variegated, good.

**SUN RAY**—very variegated, slow grower.

**TOM WEST**—F. "alpestris" with light speckled foliage.

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## TRIPHYLLA HYBRIDS (SINGLE)

x **GARTENMEISTER BONSTEDT**—clusters, red leaves.

x **LEVERKUSEN**—lots of firecrackers.

x#\* **MANTILLA**—pure Carmine exquisite—heat.

#\*x **TRUMPETER**—geranium lake, long tube.

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## SPECIES AND NEAR SPECIES

**BOLIVIANA ALBA**—long hanging flowers, huge leaves, brilliant.

**CHANG**—small flowers, orange.

# **FANFARE**—long turkey red winter flowers, climbing.

**PROCUMBENS**—creeper, orange berries, straw and blue upright flowers.

**REFLEXA**—tiny orange flowers, small bush.

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Every attempt is made to supply good stock true to name and free from pests and disease. Packing and shipping is carefully and expertly done . . . No effort will be spared to maintain the standard of quality which La Rochette has set for over a decade.

PRICES: of all varieties on the above list except where otherwise noted .

After April 1st—75¢ each from 4 inch pots.

Before April 1st—75¢ from 2 1/4 inch pots.

(unless 4 inch pot plants already available)

Add 3% Sales Tax in California

Add 3 1/2% in San Francisco

SHIPMENTS: Minimum shipments \$3.50, packing free.

Cash with your order, not prepaid.

Give your complete address.

Specify express or parcel post.

(Express strongly recommended)

SUBSTITUTIONS: We make no substitutions unless they are specified by the customer.

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# good commercial variety

\* trailer

x stands heat

